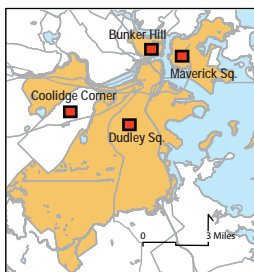
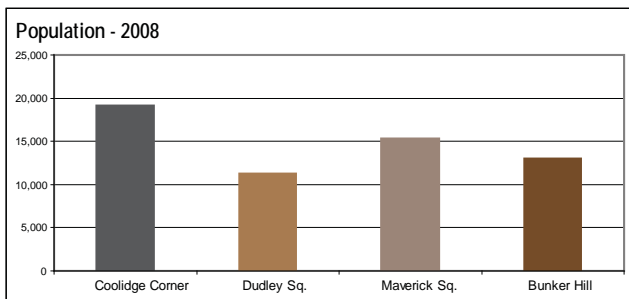


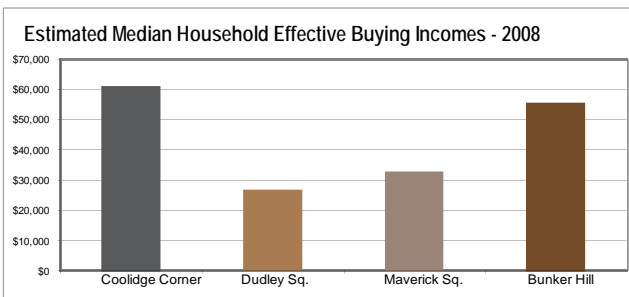
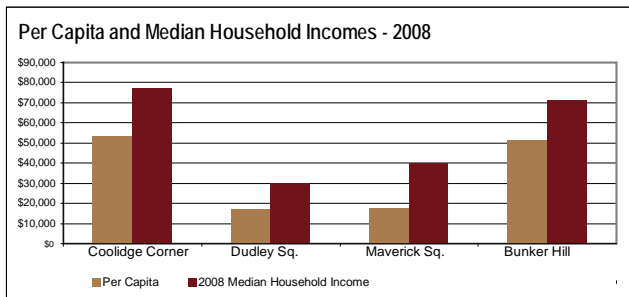
Retail Market Characteristics In Selected Boston Area Neighborhood Business Districts Year 2008

Brief Profiles of Trade Areas of half a mile radius from the business center



Total Retail Market Demand By Selected Merchandise Line Items

The comparative profile illustrates some of the striking differences in business presence and opportunities for sales growth. The first three (Bunker Hill in Charlestown, Dudley Square in Roxbury, and Maverick Square in East Boston) are located in Boston neighborhoods of widely different median household incomes and consumer buying power and demands. The fourth (Coolidge Corner in Brookline) is located in an affluent suburb adjacent to Boston and offers an interesting contrast to business districts within the city.

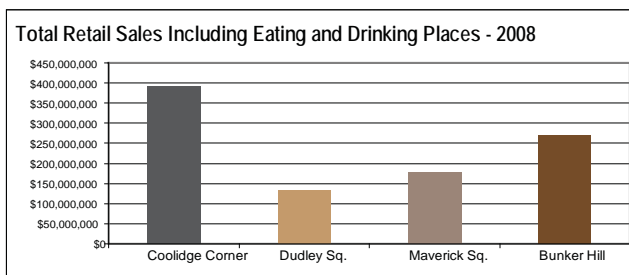


	Coolidge Corner Consumer Demand	Dudley Sq. Consumer Demand	Maverick Sq. Consumer Demand	Bunker Hill Consumer Demand
Total Retail Sales Including Eating and Drinking Places	\$390,391,434	\$133,096,387	\$177,820,233	\$269,883,792
Groceries and Other Foods	\$50,868,547	\$24,794,311	\$33,025,259	\$35,752,741
Meals and Snacks	\$44,353,648	\$14,311,076	\$20,528,624	\$30,325,009
Alcoholic Drinks	\$6,251,026	\$1,321,895	\$2,154,073	\$4,294,513
Packaged Liquor/Wine/Beer	\$8,155,011	\$2,731,283	\$3,703,816	\$5,434,976
Men's Wear	\$9,712,609	\$3,133,492	\$4,767,800	\$6,713,506
Women's, Juniors' and Misses' Wear	\$18,724,921	\$5,616,471	\$6,819,754	\$12,697,169
Children's Wear	\$3,057,042	\$2,073,343	\$2,367,819	\$2,405,553
Footwear	\$5,914,400	\$2,384,064	\$3,174,229	\$4,134,471
Sewing, Knitting and Needlework Goods	\$547,040	\$133,260	\$209,518	\$363,407

These differences are primarily a reflection of the level of consumer buying power. Customer behavior indicates that, except for matters of convenience and specialty of store, there will be growing competition between the local businesses and area discount retailers at the mall. A significant "leakage" of consumer expenditure from the local area to businesses elsewhere does not necessarily translate into demand for a local business start-up because of the ability of the large-scale Wal-marts and Home Depots to discount prices far below the prices offered by local grocers or other "mom and pop" stores.

SALES SURPLUS - Sales exceed local area demand, attracting non-resident customers who help create a sales surplus. (Often due to special types or clusters of shops that attract non-residents. Also an indication of saturated retail market)

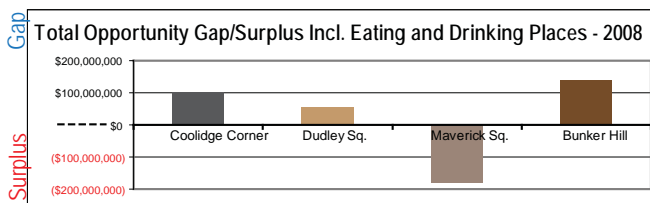
SALES GAP - The unmet demand for goods and services by local businesses indicating that some of resident consumers shop outside the local area.



Total Opportunity Gap or Surplus by Selected Merchandise Line Items

	Coolidge Corner OpportunityGap/ Surplus	Dudley Sq. OpportunityGap/ Surplus	Maverick Sq. OpportunityGap/ Surplus	Bunker Hill OpportunityGap/ Surplus
Total Opportunity Gap or Surplus Incl. Eating and Drinking Places	\$103,463,669	\$54,876,937	(\$181,400,006)	\$139,054,390
Groceries and Other Foods	(\$1,996,065)	\$15,926,840	(\$50,393,882)	\$25,796,924
Meals and Snacks	\$8,276,524	(\$636,272)	(\$6,666,814)	(\$33,735,366)
Alcoholic Drinks	\$2,499,174	(\$78,778)	(\$396,153)	(\$5,076,136)
Packaged Liquor/Wine/Beer	\$1,828,379	(\$2,594,108)	(\$7,823,717)	(\$1,158,350)
Men's Wear	\$5,520,941	(\$571,176)	(\$2,232,238)	\$5,710,667
Women's, Juniors' and Misses' Wear	\$11,754,727	\$711,152	(\$81,765,550)	\$10,762,983
Children's Wear	\$1,347,674	\$907,855	(\$251,185)	\$1,419,968
Footwear	\$1,702,213	(\$3,329,022)	(\$2,190,655)	\$3,330,741
Sewing, Knitting and Needlework Goods	\$458,892	(\$57,693)	(\$5,025)	\$338,861

Surplus sales in red within parenthesis



Coolidge Corner (Brookline)



Dudley Square (Roxbury)



Maverick Square (East Boston)



Bunker Hill (Charlestown)